

# SMA 57<sup>TH</sup> Annual International Conference and Trade Show Louisville, KY

6 ISA CEU credits

**MONDAY, NOVEMBER 15, 2021**

**Noon – 7:00 pm Registration Open**

**10:00 am – 11:30 Writing for the Trees Workshop (\$35 member/  
\$50 nonmember) Space Limited!**

*Jean Zimmerman, Commercial Arborist, Author*

This workshop will take you from soup to nuts about writing for the arboriculture market, including when and where not to use cliched expressions like “from soup to nuts.” Good writing is a craft that you can learn, one which will help you with the business of your life — the business of arboriculture. Topics include: writing blocks and how to unblock them; writing about nature, concentrating on winning methods of making it personal; to text or not to text – the difference between texts, emails, letters, reports and proposals, and when to use each one; and how to freshen up your copy with simple strategies such as eliminating word clutter, employing action verbs, feeling confident with your own voice

**1.5 ISA CEU credits**

**12:30 – 4:15 pm Pre-Conference Field Trip (Bus Tour)  
\*Separate Fee Required (\$35 member/  
\$50 nonmember) Space Limited! The Trees of  
Cave Hill Cemetery**

The workshop begins with an introduction to the history, programs, and projects of Cave Hill. Then we will travel 10 minutes by bus to explore the trees of

Cave Hill. Choose a forest bathing session, a walking tour/treasure hunt or a tree management and programs discussion.

**4.25 ISA CEU credits**

**5:00 – 6:00 pm Fun Run, Walk, or Watch** *to support the Urban Forest Foundation. Registered participants get a T-shirt!*

**5:00 – 8:00 pm Certified Arborist & Municipal Specialist Exams. Pre-registration to sit for exam required. Contact ISA to pre-register.**

**6:30 – 8:00 pm MFI Reunion – BBC 4 Roses Bourbon Barrel Loft**  
*We will be collecting a \$21/pp donation at the door for the MFI Scholarship Fund for future MFI attendees. Your donation will get you snacks and a drink. All MFI grads, future grads, friends, and friends of friends invited.*

**TUESDAY, NOVEMBER 16, 2021**

**7:00 am – 4:00 pm Registration Open**

**7:00 – 8:00 am Breakfast with Exhibitors**

**7:00 – 8:00 am First-Time Attendees Breakfast with Organization Leaders**

**8:00 – 8:15 am Welcome & Opening Comments**

*Scott Altenhoff, President, Society of Municipal Arborists*

**8:15 – 8:45 am Urban Forest Management in Louisville, KY**

*Barry Edgar, Community Forestry Supervisor, City of Louisville*

This session will provide an overview of planning, planting, and management of Louisville's urban forest.

**8:45 – 9:25 am Pitching Green Infrastructure**

*Gordon Mann, Consulting Arborist, Mann Made Resources and Wei Zhang, VP of R&D for Zynnovation LLC*

This presentation will show how participants can calculate the revenue produced by the urban forest in their own community to encourage increased program funding and increased community benefits.

**9:25 – 10:05 am Investing in Human Health**

*Matt Kruger, Tree Program Supervisor, City of Portland Bureau of Environmental Services*

Highlights two recent projects involving partnerships between the city, the houseless community, a nonprofit, a business district, a health care system, and another local jurisdiction to plant and maintain trees.

**10:05 – 10:25 am Break with Exhibitors**

**10:25 – 11:05 am Designing Resilient Communities**

*Ryan Allen, Environmental Consultant at Dudek/Jessica Sanders, Executive Director of Sacramento Tree Foundation*

Learn how to effectively guide management planning efforts at both the project and community scale.

**11:05– 11:45 am Green Should Connect All: Lessons Learned to Attract and Train the Next Generation of Urban Forestry Professionals**

*Sharon Jean-Phillipe, Professor, University of Tennessee, Knoxville*

Successes and challenges to developing targeted programming to fulfil workforce demand. Using external components of engagement such as internships, experiential opportunities, and recruitment strategies to expose underserved, under-represented and non-traditional audiences to career opportunities in urban forestry. Also, discussion of efforts to engage with public housing authority, local police and university partners to increase access to green spaces.

**11:45 - 1:30 pm Awards Luncheon**

**1:30 – 2:05 pm Using Big Data and Machine Learning to Examine Links between Nature and Health**

*Jared Hanley, CEO, NatureQuant*

Attendees will learn about the types of remote sensing technologies available to measure nature, how machine learning can be used to discover the impact of nature on desired targeted outcomes, and the observed correlations between nearby nature and human health.

**2:05 – 2:40 pm Log and Order**

*Joe Hansen, Urban Forester, City of Park Ridge*

A discussion of the City's Tree Preservation Ordinance through specific case examples to understand why enforcement is an important component to the management of the urban forest and how sometimes they may not always work as intended.

**2:40 – 3:00 pm Break with Exhibitors**

**3:00 – 3:30 pm SMA's Mentor Program**

*John McNeil, Program Coordinator*

SMA launched a Mentor Program this year, providing another opportunity for peer-to-peer learning for our members. Hear from some of our participants how their professional lives have been impacted and how you can become a mentor or be mentored to in your career.

**3:30 – 4:00 pm From Tragedy to Triumph**

*Jeanne Kavinski, Independent  
Consultant/Arborist, Montgomery Parks*

The tragedy of September 11th 2001 changed everyone's lives. Ms. Kavinski lost her sister, Carol Ann La Plante that day. Having just achieved her credential as a New Jersey Certified Tree Expert a month before that fateful day, her fellow Tree Experts rallied around her and this is her story of the healing power of trees.

**4:00 – 4:30 pm Moving From Municipal Arborist to Urban Forester**

*Walt Warriner, Consulting Arborist, Warriner Associates*

Attendees will learn about the different skill sets of the Municipal Specialist and the Urban Forester and how they both operate within an Agency or business. The presentation will also discuss how becoming a certified Urban Forester would be the next step for the Municipal Specialist.

**5:00 – 6:00 pm Annual Meeting of SMA Members**

**6:00 – 7:30 pm Reception with Exhibitors and Other Partner Groups & 50/50 Raffle** *(Bids support Urban Forest Programs)*

That's enough learning for one day. Time to unwind, network with your peers, meet new friends, and relax!